



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Media Strategies & Research-Denver  
1580 Lincoln St  
Ste 510  
Denver, CO 80203-1507

# Contract # 1401039

Schedule Dates 10/29/12-11/06/12  
Advertiser Matheson for Congress (73730)  
Agency Media Strategies & Research-Denver (1374)  
Product POLITICAL CANDIDATE (ns) (1186)  
Brand OCTOBER 29 through november 6 KUTV (482478)  
Salesperson Henderson, Kristen (2948)  
Sales Office KUTV/KMYU  
Buyer Name /  
Phone/Fax 12917  
CPE 12917  
Account Types Local/Political Candidate Agency BRD  
Billing Type Standard  
Comments

Date Entered 10/25/12  
Last Modified 10/25/12  
Entered By Chantye Diehl  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$4,934.25  
Net Total \$27,960.75  
Sales Tax

Salt Lake City (KUTV)  
By Broadcast Month Spots Rate  
Nov. 2012 63 \$32,895.00  
Grand Total: 63 \$32,895.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	10/29/12-11/02/12	3	:30	5A- News-2 News This Morning 5a	3	X	X	X	X	X			3	\$100.00	\$300.00	Salt Lake City (KUTV)		10/25/12
2.0	Normal Line / News	11/06/12-11/06/12	3	:30	5A- News-2 News This Morning 5a			1						1	\$100.00	\$100.00	Salt Lake City (KUTV)		10/25/12
3.0	Normal Line / News	10/29/12-11/02/12	3	:30	5:30A- News-2 News This Morning 530a	3	X	X	X	X	X			3	\$150.00	\$450.00	Salt Lake City (KUTV)		10/25/12
4.0	Normal Line / News	11/06/12-11/06/12	3	:30	5:30A- News-2 News This Morning 530a			1						1	\$150.00	\$150.00	Salt Lake City (KUTV)		10/25/12
5.0	Normal Line / News	10/29/12-11/02/12	3	:30	6A- 8A (MST)		1	1	1	1	1			5	\$275.00	\$1,375.00	Salt Lake City (KUTV)		10/25/12
6.0	Normal Line / News	11/05/12-11/06/12	3	:30	6A- 8A (MST)		1	1						2	\$275.00	\$550.00	Salt Lake City (KUTV)		10/25/12
7.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	8A- CBS-This Morning (New Title)	1	1	1	1	1	1			5	\$135.00	\$675.00	Salt Lake City (KUTV)		10/25/12
8.0	Normal Line / SPOT	11/05/12-11/06/12	3	:30	8A- CBS-This Morning (New Title)	1	1							2	\$135.00	\$270.00	Salt Lake City (KUTV)		10/25/12
9.0	Normal Line / News	10/30/12-10/30/12	3	:30	12P- News-2 News at Noon			1						1	\$135.00	\$135.00	Salt Lake City (KUTV)		10/25/12
10.0	Normal Line / SPOT	11/02/12-11/02/12	5	:30	1P- News-Fresh Living					1				1	\$70.00	\$70.00	Salt Lake City (KUTV)		10/25/12
11.0	Normal Line / SPOT	10/30/12-10/30/12	3	:30	2P- CBS-The Talk		1							1	\$175.00	\$175.00	Salt Lake City (KUTV)		10/25/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

10/25/12



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## Schedule Dates

10/29/12-11/06/12

## Advertiser

Matheson for Congress (73730)

## Agency

Media Strategies & Research-Denver (1374)

## Product

POLITICAL CANDIDATE (ns) (1186)

## Brand

October 29 through november 6 KUTV (482478)

## Salesperson

Henderson, Kristen (2948)

## Sales Office

KUTV/KMYU

## Buyer Name

/

## Phone/Fax

12917

## CPE

Local/Political Candidate Agency BRD

## Account Types

Standard

## Billing Type

## Comments

## Date Entered

10/25/12

## Last Modified

10/25/12

## Entered By

Chantyyce Diehl

## CO-OP

No

## Headline #

## Demo

## Order Type

Normal

## Package Deal

## Commission %

15.00

## Commission

\$4,934.25

## Net Total

\$27,960.75

## Sales Tax

## Salt Lake City (KUTV)

### By Broadcast Month

Nov. 2012

Grand Total:

## Spots

63

## Rate

\$32,895.00

## Spots

63

## Rate

\$32,895.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / SPOT	10/31/12-11/01/12	5	:30	3P- Rick Lake				1	1				2	\$125.00	\$250.00	Salt Lake City (KUTV)		10/25/12
13.0	Normal Line / SPOT	11/05/12-11/05/12	5	:30	3P- Rick Lake		1							1	\$125.00	\$125.00	Salt Lake City (KUTV)		10/25/12
14.0	Normal Line / News	10/29/12-11/02/12	3	:30	4P- News-2 News at 4p		1	1	1	1	1			5	\$175.00	\$875.00	Salt Lake City (KUTV)		10/25/12
15.0	Normal Line / News	11/05/12-11/05/12	3	:30	4P- News-2 News at 4p		1							1	\$175.00	\$175.00	Salt Lake City (KUTV)		10/25/12
16.0	Normal Line / News	10/29/12-11/02/12	3	:30	4:30P- News-2 News at 430p		1	1	1	1	1			5	\$200.00	\$1,000.00	Salt Lake City (KUTV)		10/25/12
17.0	Normal Line / News	11/05/12-11/05/12	3	:30	4:30P- News-2 News at 430p		1							1	\$200.00	\$200.00	Salt Lake City (KUTV)		10/25/12
18.0	Normal Line / News	10/29/12-11/02/12	1	:30	5P- News-2 News at 5p		1	1	1	1	1			5	\$900.00	\$4,500.00	Salt Lake City (KUTV)		10/25/12
19.0	Normal Line / News	10/29/12-11/02/12	1	:30	6P- News-2 News at 6p		1	1	1	1	1			5	\$1,000.00	\$5,000.00	Salt Lake City (KUTV)		10/25/12
20.0	Normal Line / News	11/05/12-11/05/12	1	:30	6P- News-2 News at 6p		1							1	\$1,000.00	\$1,000.00	Salt Lake City (KUTV)		10/25/12
21.0	Normal Line / News	11/03/12-11/03/12	3	:30	5P- News-2 News at 5p							1		1	\$225.00	\$225.00	Salt Lake City (KUTV)		10/25/12
22.0	Normal Line / News	11/04/12-11/04/12	3	:30	5P- News-2 News at 5p								1	1	\$350.00	\$350.00	Salt Lake City (KUTV)		10/25/12
23.0	Normal Line / SPOT	11/02/12-11/02/12	3	:30	6:30P- Entertainment Tonight						1			1	\$475.00	\$475.00	Salt Lake City (KUTV)		10/25/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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**Order Type** Normal  
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**Net Total** \$27,960.75  
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Salt Lake City (KUTV)		
By Broadcast Month	Spots	Rate
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<b>Grand Total:</b>	<b>63</b>	<b>\$32,895.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
24.0	Normal Line / Prime	11/01/12-11/01/12	3	:30	8P- CBS-Person of Interest (Thursday)					1				1	\$1,500.00	\$1,500.00	Salt Lake City (KUTV)		10/25/12
25.0	Normal Line / News	11/02/12-11/02/12	3	:30	10P- News-2 News at 10p						1			1	\$1,200.00	\$1,200.00	Salt Lake City (KUTV)		10/25/12
26.0	Normal Line / News	11/05/12-11/05/12	3	:30	10P- News-2 News at 10p		1							1	\$1,200.00	\$1,200.00	Salt Lake City (KUTV)		10/25/12
27.0	Normal Line / News	10/29/12-11/01/12	1	:30	10P- News-2 News at 10p		1	1	1	1				4	\$2,500.00	\$10,000.00	Salt Lake City (KUTV)		10/25/12
28.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	10:35P- CBS-The David Letterman Show			1				1		2	\$285.00	\$570.00	Salt Lake City (KUTV)		10/25/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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# Station Buy Detail

## Salt Lake City,TV 2nd add

Est ID: 12917

**Client:** Matheson for Congress 2012**Flight Dates:** Monday, October 29, 2012 to Tuesday, November 06, 2012**KUTV-TV**

Program Name	DP	Days	Length	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
					Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
KUTV 5a News	EM	M-F		\$100.00	1	1		1					1	4
5:00 AM - 5:30 AM			30	\$400.00										
Sold Out at LUR per KUTV. Lowest Rate to Clear														
KUTV 5:30a News	EM	M-F		\$150.00	1		1		1				1	4
5:30 AM - 6:00 AM			30	\$600.00										
Sold Out at LUR per KUTV. Lowest Rate to Clear														
KUTV 6a News	EM	M-F		\$275.00	1	1	1	1	1			1	1	7
6:00 AM - 8:00 AM			30	\$1,925.00										
CBS This Morning	EM	M-F		\$135.00	1	1	1	1	1			1	1	7
8:00 AM - 9:00 AM			30	\$945.00										
Sold Out at LUR per KUTV. Lowest Rate to Clear														
KUTV Noon News	DT	M-F		\$135.00		1								1
12:00 PM - 1:00 PM			30	\$135.00										
Sold Out at LUR per KUTV. Lowest Rate to Clear														
Fresh Living	DT	M-F		\$70.00					1					1
1:00 PM - 1:30 PM			30	\$70.00										
The Talk	DT	M-F		\$175.00		1								1
2:00 PM - 3:00 PM			30	\$175.00										
Sold Out at LUR per KUTV. Lowest Rate to Clear														
Ricki Lake	EF	M-F		\$125.00			1	1				1		3
3:00 PM - 4:00 PM			30	\$375.00										
KUTV 4p News	EN	M-F		\$175.00	1	1	1	1	1			1		6
4:00 PM - 4:30 PM			30	\$1,050.00										
Sold Out at LUR per KUTV. Lowest Rate to Clear														
KUTV 4:30p News	EN	M-F		\$200.00	1	1	1	1	1			1		6
4:30 PM - 5:00 PM			30	\$1,200.00										
Sold Out at LUR per KUTV. Lowest Rate to Clear														
KUTV 5p News	EN	M-F		\$900.00	1	1	1	1	1					5
5:00 PM - 5:30 PM			30	\$4,500.00										
Sold Out at LUR per KUTV. Lowest Rate to Clear														
Saturday 5p News	EN	Sa		\$225.00						1				1
5:00 PM - 6:00 PM			30	\$225.00										
Sold Out at LUR per KUTV. Lowest Rate to Clear														
Sunday 5p News	EN	Su		\$350.00							1			1
5:00 PM - 6:00 PM			30	\$350.00										
Sold Out at LUR per KUTV. Lowest Rate to Clear														

KUTV-TV

Kristen Henderson

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

299 S Main St Ste 150 Salt Lake City UT

Page 1 of 2



# Station Buy Detail

## Salt Lake City,TV 2nd add

Est ID: 12917

**Client:** Matheson for Congress 2012

**Flight Dates:** Monday, October 29, 2012 to Tuesday, November 06, 2012

### KUTV-TV

Program Name	DP	Length	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				Oct	Oct	Oct	Nov	Nov	Nov	Nov	Nov	Nov	
				29	30	31	01	02	03	04	05	06	
KUTV 6p News	EN	M-F	\$1,000.00	1	1	1	1	1			1		6
6:00 PM - 6:30 PM		30	\$6,000.00										
Sold Out at LUR per KUTV. Lowest Rate to Clear													
Ent Tonight	PA	M-F	\$475.00					1					1
6:30 PM - 7:00 PM		30	\$475.00										
Sold Out at LUR per KUTV. Lowest Rate to Clear													
Person Interest	PT	Th	\$1,500.00				1						1
8:00 PM - 9:00 PM		30	\$1,500.00										
Sold Out at LUR per KUTV. Lowest Rate to Clear													
KUTV 10p News	LN	M-F	\$1,200.00					1			1		2
10:00 PM - 10:35 PM		30	\$2,400.00										
Sold Out at LUR per KUTV. Lowest Rate to Clear													
KUTV 10p News	LN	M-F	\$2,500.00	1	1	1	1						4
10:00 PM - 10:35 PM		30	\$10,000.00										
Sold Out at LUR per KUTV. Lowest Rate to Clear													
Letterman	LF	M-F	\$285.00		1			1					2
10:35 PM - 11:35 PM		30	\$570.00										
Sold Out at LUR per KUTV. Lowest Rate to Clear													
<b>Station Totals</b>			<b>\$32,895.00</b>	<b>9</b>	<b>11</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>1</b>	<b>1</b>	<b>7</b>	<b>4</b>	<b>63</b>
<b>Station Net</b>			<b>\$27,960.75</b>										

KUTV-TV

Kristen Henderson

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